AMENDMENTS TO CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A recommended item presentation method, comprising the steps of:

(a) receiving ~~obtaining~~ client identifier associated client preference estimating factor information ~~of a plurality of clients~~ at a recommended item presentation server from a third party server, wherein the recommended item presentation server and the third party server are distinct, and wherein the client identifier associated client preference estimating factor information includes an association between each of a plurality of unique third party client identifiers and one or more items, wherein the third party client identifiers are defined by the third party server ~~which is information according to which a preference of each client is to be estimated and which identifies each client explicitly, from a third party organization~~; [[and]]

(b) generating a client preference estimating factor information map using the client identifier associated client preference estimating factor information at the recommended item presentation server, wherein the client preference estimating factor map includes an association between each of a plurality of unique recommended item presentation client identifiers and one or more items, wherein the recommended item presentation client identifiers are defined by the recommended item presentation server;

(c) receiving a recommended item presentation request, a request identifier, and a client preference estimating factor information ~~of one client among the plurality of clients~~ at the recommended item presentation server from an item provider server, wherein the recommended item presentation server does not receive any information identifying a client of the item provider server, and wherein ~~where~~ the recommended item presentation request requests an identification ~~a presentation~~ of recommended items, ~~without identifying the one client,~~ and the client preference estimating factor information indicates a preference

regarding particular items, ~~accessed by the one client, without identifying the one client~~, and wherein the recommended item presentation server and the item provider server are distinct;

(d) producing a recommended item list according to the ~~client identifier associated~~ client preference estimating factor information map and the client preference estimating factor information by using the client preference estimating factor information as a key for ~~obtaining~~ identifying ~~related~~ clients in the client preference estimating factor information map who have similar preferences regarding the particular items ~~as the one client~~ and identifying related items preferred by the identified ~~related~~ clients which are potentially of interest to the [[one]] client of the item provider server ~~from the client identifier associated client preference estimating factor information,~~ ; and

(e) transmitting the recommended item list from the recommended item presentation server to the item provider server, wherein the recommended item list includes the request identifier and one or more of the identified related items ~~such that the recommended item list suitable for the one client is provided to the item provider server without requiring any information for identifying the one client from the item provider server.~~

2. (Currently Amended) The recommended item presentation method of claim 1, wherein the third party server is ~~step (a) obtains the client identifier associated client preference estimating factor information by receiving a client preference estimating factor information list from~~ a client identifier associated client preference estimating factor information list providing server which collects the client identifier associated client preference estimating factor information from a plurality of clients and the recommended item presentation server receives the client identifier associated client preference factor information as a client identifier associated client preference estimating factor information list .

3. (Currently Amended) The recommended item presentation method of claim 2, wherein the ~~step (a)~~ recommended item presentation server receives the client identifier

associated client preference estimating factor information list in a form of a list of item

identifiers of viewed/purchased items at the item provider server and dates and times of

viewings/purchases of the viewed/purchased items for each <u>third party</u> client identifier, or a

list of item identifiers of viewed/purchased items at the item provider server and ratings

indicating levels of interest of each client with respect to the viewed/purchased items for each

<u>third party</u> client identifier, or a list of item identifiers of interested items of each client for

each <u>third party</u> client identifier.

    4. (Currently Amended) The recommended item presentation method of claim 2,

further comprising the step of paying a fee for transmission of the client identifier associated

client preference estimating factor information list <u>from the recommended item presentation</u>

<u>server</u> to the <u>client identifier associated</u> client preference estimating factor information list

providing server.

    5. (Currently Amended) The recommended item presentation method of claim 1,

further comprising the step of receiving a fee for transmission of the recommended item list

<u>at the recommended item presentation server</u> from the item provider server.

    6. (Cancelled).

    7. (Currently Amended) The recommended item presentation method of claim [[6]]

<u>1</u>, wherein ~~the step (a) produces~~ the client preference estimating factor information map <u>may</u>

<u>be</u> in a form of any of a list of item identifiers of accessed items of each client for each

<u>recommended item presentation</u> client identifier, a list of item identifiers of accessed items of

each client and ratings indicating levels of interest of each client with respect to the accessed

items for each <u>recommended item presentation</u> client identifier, a list of <u>recommended item</u>

<u>presentation</u> client identifiers of accessing clients of each item for each item identifier, a list

of <u>recommended item presentation</u> client identifiers of accessing clients of each item and

ratings indicating levels of interest of each client with respect to each item for each item identifier, and a list of correlation values among correlated items.

8.   (Currently Amended) The recommended item presentation method of claim [[6]] 7, wherein producing the recommended item list further comprises ~~the step (b) produces the recommended item list by~~:

obtaining a ~~related~~ client list by extracting recommended item presentation client identifiers contained in a list of recommended item presentation client identifiers for each item that constitutes the client preference estimating factor information map, for each item identifier in a list of item identifiers that constitutes the client preference estimating factor information received along with the recommended item presentation request from the item provider server;

narrowing down the ~~related~~ client list by extracting item identifiers contained in a list of item identifiers for each client that constitutes the client preference estimating factor information map, for each recommended item presentation client identifier in the ~~related~~ client list, counting a number of overlaps between extracted item identifiers and item identifiers in the list of item identifiers that constitutes the client preference estimating factor information, for each recommended item presentation client identifier in the ~~related~~ client list, rearranging recommended item presentation client identifiers in the ~~related~~ client list in a descending order of counted number of overlaps, and setting a first prescribed number of recommended item presentation client identifiers from a top of a rearranged ~~related~~ client list as a new ~~related~~ client list;

obtaining a related item list by extracting item identifiers contained in the list of item identifiers for each client, for each recommended item presentation client identifier in the new ~~related~~ client list; and

narrowing down the related item list by extracting recommended item presentation client identifiers contained in the list of recommended item presentation client identifiers for each item, for each item identifier in the related item list, counting a number of overlaps between

extracted <u>recommended item presentation</u> client identifiers and <u>recommended item</u> <u>presentation</u> client identifiers in the new ~~related~~ client list, for each item identifier in the related item list, rearranging item identifiers in the related item list in a descending order of counted number of overlaps, and setting a second prescribed number of item identifiers from a top of a rearranged related item list as the recommended item list.

9.   (Currently Amended) A recommended item presentation server, comprising:

a client preference estimating factor information processing unit<u>, wherein the client</u> <u>preference estimating factor information processing unit receives</u> ~~configured to obtain~~ client identifier associated client preference estimating factor information ~~of a plurality of clients~~ ~~which is information according to which a preference of each client is to be estimated and~~ ~~which identifies each client explicitly,~~ from a third party <u>server, wherein the client identifier</u> <u>associated client preference estimating factor information includes an association between</u> <u>each of a plurality of unique third party client identifiers and one or more items, wherein the</u> <u>third party client identifiers are defined by the third party server,</u> ~~organization,~~ <u>wherein the</u> <u>recommended item presentation server and the third party server are distinct, and wherein the</u> <u>client preference estimating factor information processing unit generates a client preference</u> <u>estimating factor information map using the client identifier associated client preference</u> <u>estimating factor information, wherein the client preference estimating factor map includes</u> <u>an association between each of a plurality of unique recommended item presentation client</u> <u>identifiers and one ore more items, wherein the recommended item presentation client</u> <u>identifiers are defined by the recommended item presentation server;</u> and

a recommended item presentation unit<u>, wherein the recommended item presentation</u> <u>unit receives the client preference estimating factor information map from the client</u> <u>preference estimating factor processing unit, and wherein the recommended item presentation</u> <u>unit receives</u> ~~configured to: receive~~ a recommended item presentation request<u>, a request</u> <u>identifier,</u> and a client preference estimating factor information ~~of one client among the~~ ~~plurality of clients~~ from an item provider server, <u>wherein the recommended item presentation</u>

server does not receive any information identifying a client of the item provider server,

wherein ~~for providing items to the plurality of clients through a network, where~~ the

recommended item presentation request requests ~~a presentation~~ an identification of

recommended items~~, without identifying the one client,~~ and the client preference estimating

factor information indicates a preference regarding particular items ~~accessed by the one~~

~~client, without identifying the one client~~, and wherein the recommended item presentation

server and the item provider server are distinct; the recommended item presentation service

unit produces ~~produce~~ a recommended item list according to the ~~client identifier associated~~

client preference estimating factor information map and the client preference estimating

factor information by using the client preference estimating factor information as a key for

~~obtaining~~ identifying ~~related~~ clients in the client preference estimating factor map who have

similar preferences regarding the particular items ~~as the one client~~ and identifying related

items preferred by the ~~related~~ clients which are potentially of interest to the [[one]] client of

the item provider server ~~from the client identifier associated client preference estimating~~

~~factor information~~, and ~~transmit~~ transmits the recommended item list to the item provider

server, wherein the recommended item list includes the request identifier and one or more

related items ~~such that the recommended item list suitable for the one client is provided to the~~

~~item provider server without requiring any information for identifying the one client from the~~

~~item   provider server~~.

10. (Currently Amended) The recommended item presentation server of claim 9,

wherein the third party server is ~~client preference estimating factor information processing~~

~~unit obtains the client identifier associated client preference estimating factor information by~~

~~receiving a client preference estimating factor information list from~~ a client identifier

associated client preference estimating factor information list providing server which collects

the client identifier associated client preference estimating factor information from a plurality

of clients and the client preference estimating factor information processing unit receives the

client identifier associated client preference factor information as a client identifier associated client preference estimating factor information list.

11. (Currently Amended) The recommended item presentation server of claim 10, wherein the client preference estimating factor information processing unit receives the client identifier associated client preference estimating factor information list in a form of a list of item identifiers of viewed/purchased items at the item provider server and dates and times of viewings/purchases of the viewed/purchased items for each third party client identifier, or a list of item identifiers of viewed/purchased items at the item provider server and ratings indicating levels of interest of each client with respect to the viewed/purchased items for each third party client identifier, or a list of item identifiers of interested items of each client for each third party client identifier.

12. (Currently Amended) The recommended item presentation server of claim 10, wherein the client preference estimating factor information processing unit [[also]] pays a fee for transmission of the client identifier associated client preference estimating factor information list to the client identifier associated client preference estimating factor information list providing server [1].

13. (Currently Amended) The recommended item presentation server of claim 9, wherein the recommended item presentation unit [[also]] receives a fee for transmission of the recommended item list from the item provider server.

14. (Cancelled).

15. (Currently Amended) The recommended item presentation server of claim [[14]] 9, wherein the client preference estimating factor information processing unit produces the client preference estimating factor information map in a form of any of a list of item

identifiers of accessed items of each client for each <u>recommended item presentation</u> client

identifier, a list of item identifiers of accessed items of each client and ratings indicating

levels of interest of each client with respect to the accessed items for each <u>recommended item</u>

<u>presentation</u> client identifier, a list of <u>recommended item presentation</u> client identifiers of

accessing clients of each item for each item identifier, a list of <u>recommended item</u>

<u>presentation</u> client identifiers of accessing clients of each item and ratings indicating levels of

interest of each client with respect to each item for each item identifier, and a list of

correlation values among correlated items.

     16. (Currently Amended) The recommended item presentation server of claim [[14]]

<u>9</u>, wherein the recommended item presentation unit produces the recommended item list by:

     obtaining a ~~related~~ client list by extracting <u>recommended item presentation</u> client

identifiers contained in a list of <u>recommended item presentation</u> client identifiers for each

item that constitutes the client preference estimating factor information map, for each item

identifier in a list of item identifiers that constitutes the client preference estimating factor

information received along with the recommended item presentation request from the item

provider server;

    narrowing down the ~~related~~ client list by extracting item identifiers contained in a list of

item identifiers for each client that constitutes the client preference estimating factor

information map, for each <u>recommended item presentation</u> client identifier in the ~~related~~

client list, counting a number of overlaps between extracted item identifiers and item

identifiers in the list of item identifiers that constitutes the client preference estimating factor

information, for each <u>recommended item presentation</u> client identifier in the ~~related~~ client

list, rearranging <u>recommended item presentation</u> client identifiers in the ~~related~~ client list in a

descending order of counted number of overlaps, and setting a first prescribed number of

<u>recommended item presentation</u> client identifiers from a top of a rearranged related client list

as a new ~~related~~ client list;

obtaining a related item list by extracting item identifiers contained in the list of item identifiers for each client, for each <u>recommended item presentation</u> client identifier in the new ~~related~~ client list; and

narrowing down the related item list by extracting <u>recommended item presentation</u> client identifiers contained in the list of <u>recommended item presentation</u> client identifiers for each item, for each item identifier in the related item list, counting a number of overlaps between extracted <u>recommended item presentation</u> client identifiers and <u>recommended item presentation</u> client identifiers in the new ~~related~~ client list, for each item identifier in the related item list, rearranging item identifiers in the related item list in a descending order of counted number of overlaps, and setting a second prescribed number of item identifiers from a top of a rearranged related item list as the recommended item list.

17. (Currently Amended) A computer usable medium having computer readable program ~~codes~~ <u>code</u> embodied therein for causing a computer to function as a recommended item presentation server, the computer readable program codes include:

a first computer readable program code for causing said computer to ~~obtain~~ <u>receive</u> client identifier associated client preference estimating factor information ~~of a plurality of clients which is information according to which a preference of each client is to be estimated and which identifies each client explicitly,~~ <u>at the recommended item presentation server</u> from a third party <u>server, wherein the recommended item presentation server and the third party server are distinct, and wherein the client identifier associated client preference estimating factor information includes an association between each of a plurality of unique third party client identifiers and one or more items, wherein the third party client identifiers are defined by the third party server</u> ~~organization~~; and

a second computer readable program code for causing said computer to:

<u>generate a client preference estimating factor information map using the client identifier associated client preference estimating factor information at the recommended item presentation server, wherein the client preference estimating factor map includes an</u>

association between each of a plurality of unique recommended item presentation client identifiers and one or more items, wherein the recommended item presentation client identifiers are defined by the recommended item presentation server;

receive a recommended item presentation request, a request identifier, and a client preference estimating factor information ~~of one client among the plurality of clients~~ at the recommended item presentation server from an item provider server, wherein the recommended item presentation server does not receive any information identifying a client of the item provider server, and wherein ~~where~~ the recommended item presentation request requests an identification ~~a presentation~~ of recommended items, ~~without identifying the one client,~~ and the client preference estimating factor information indicates a preference regarding particular items, ~~accessed by the one client, without identifying the one client,~~ and wherein the recommended item presentation server and the item provider server are distinct;

produce a recommended item list according to the ~~client identifier associated~~ client preference estimating factor information map and the client preference estimating factor information by using the client preference estimating factor information as a key for ~~obtaining~~ identifying ~~related~~ clients in the client preference estimating factor information map who have similar preferences regarding the particular items ~~as the one client~~ and identifying related items preferred by the identified ~~related~~ clients which are potentially of interest to the [[one]] client of the item provider server ~~from the client identifier associated client preference estimating factor information,~~ ; and

transmit the recommended item list from the recommended item presentation server to the item provider server, wherein the recommended item list includes the request identifier and one or more of the identified related items ~~such that the recommended item list suitable for the one client is provided to the item provider server without requiring any information for identifying the one client from the item provider server.~~

18. (Currently Amended) A method for providing a recommended item presentation service from a recommended item presentation server associated with one item provider

server to a plurality of item provider servers for providing items to a plurality of clients

through a network, comprising the steps of:

(a) <u>receiving</u> ~~obtaining~~ client identifier associated client preference estimating factor

information ~~of the plurality of clients which is information according to which a preference~~

~~of each client is to be estimated and which identifies each client explicitly,~~ <u>from a third party</u>

<u>server, wherein the recommended item presentation server and the third party server are</u>

<u>distinct, and wherein the client identifier associated client preference estimating factor</u>

<u>information includes an association between each of a plurality of unique third party client</u>

<u>identifiers and one or more items, wherein the third party client identifiers are defined by the</u>

<u>third party server</u> ~~organization at the recommended item presentation server~~; and

(b) <u>generating a client preference estimating factor information map using the client</u>

<u>identifier associated client preference estimating factor information at the recommended item</u>

<u>presentation server, wherein the client preference estimating factor map includes an</u>

<u>association between each of a plurality of unique recommended item presentation client</u>

<u>identifiers and one or more items, wherein the recommended item presentation client</u>

<u>identifiers are defined by the recommended item presentation server;</u>

<u>(c)</u> [[upon]] receiving a recommended item presentation request<u>, a request identifier,</u>

and a client preference estimating factor information ~~of one client among the plurality of~~

~~clients~~ <u>at the recommended item presentation server</u> from one of the plurality of item

provider servers<u>, wherein the recommended item presentation server does not receive any</u>

<u>information identifying a client of one of the plurality of item provider servers, and wherein</u>

~~where~~ the recommended item presentation request requests <u>an identification</u> ~~a presentation~~ of

recommended items~~, without identifying the one client,~~ and the client preference estimating

factor information indicates a preference regarding particular items<u>,</u> ~~accessed by the one~~

~~client, without identifying the one client~~, <u>and wherein the recommended item presentation</u>

<u>server and the plurality of item provider servers are distinct;</u>

<u>(d)</u> producing a recommended item list according to the ~~client identifier associated~~

client preference estimating factor information <u>map</u> and the client preference estimating

factor information by using the client preference estimating factor information as a key for ~~obtaining~~ identifying ~~related~~ clients in the client preference estimating factor information map who have similar preferences regarding the particular items ~~as the one client~~ and identifying related items preferred by the identified ~~related~~ clients which are potentially of interest to the [[one]] client of one of the plurality of item provider servers ~~from the client identifier associated client preference estimating factor information,~~ : and

      (e) transmitting the recommended item list from the recommended item presentation server to the item provider server, wherein the recommended item list includes the request identifier and one or more of the identified related items ~~such that the recommended item list suitable for the one client is provided to the item provider server without requiring any information for identifying the one client from the item provider server.~~